

Welcome to The Power of Proof:

An Evaluation Primer!

The Power of Proof: An Evaluation Primer is a series of online educational tools produced by the Tobacco Technical Assistance Consortium (TTAC). These tools are designed to help tobacco control professionals demonstrate the success of their programs through evaluation. This series will give those who are new to evaluation, and those who want to brush up on their skills, access to a collection of introductory information, tools, and resources from experts in the field. The *Power of Proof* series includes these parts:

- [Part 1: Setting the Stage](#)
- [Part 2: Evaluation Planning](#)
- [Part 3: Writing Objectives](#)
- [Part 4: Data Collection](#)
- [Part 5: Types of evaluation](#)
- [Part 6: Interpreting the Data](#)
- [Part 7: Reporting Results](#)

Source: <http://www.ttac.org/power-of-proof/index.html#part1>